

## **Remember There Are More Lousy Marketers than Lousy Products!**

*By Wayne*

*Dated: Sep 27, 2008*

*There are a number of questionable traffic generation methods you should avoid if possible. While they may work some time if you get extremely lucky, 99.99% of the time, they will produce no results at all.*

If you've ever spent time reading popular forums, you've heard people complaining about how bad a product is or praising it for how excellent the information is – or how functional it is. This is especially true of marketing forums, where people almost always discuss the latest product launch in their field

It's not uncommon to see bipolar approaches to discussing new product launches, too. One approach will always focus on the negative parts of the product, lambasting it is a sham or as dysfunctional. The other approach will be a little more realistic and look at what was good and what could be improved upon.

Often, you will see the negative comments coming from those who have had little to no success promoting the product – or who, they themselves, have had no real experience in successfully launching a product.

In contrast, you will likely see the positive comments coming from those who have successfully promoted the product and earned; or those who know marketing well enough that they could successfully promote the product if they decided to do so.

There's a good reason for this: those who can successfully promote products and earn money know that almost any product, no matter how mundane it is, can be promoted with a high degree of success. They also know that a product doesn't necessarily have to be radically different in order to provide information that the end-user needs most.

One prime example of this is McDonald's. Their food was really nothing new or different or better than their competitors – and yet they swiftly defeated everyone else in the market to achieve dominance.

The difference was in how the business was positioned and marketed. In the hands of a bad marketer, it would have floundered; in the hands of a skillful marketer, it became one of the largest corporations in the world.

So keep this caveat in mind next time you hear someone attacking the latest digital product release: there are more lousy marketers than there are lousy digital products!

All the best,

Wayne Ming

Founder & CEO

<http://www.IzzySoftware.com>

[admin@izzysoftware.com](mailto:admin@izzysoftware.com)

1-954-840-4208

Affiliate Program : <http://www.izzysoftware.com/affiliate/scripts/signup.php>

Forum : <http://www.izzysoftware.com/forum/>

Submit A Article : <http://www.izzysoftware.com/articles/index.php>

Category	Advertising, Marketing, Software
Email	<a href="#">Click to email author</a>
Phone	954-840-4208
Fax	888-380-2260
Zip	36331-0335
Country	United States